

Management report to Council

Agenda item 6.7

Pedestrian count data visualisation website development and maintenance services contract: No 5254

Council

Presenter: Michelle Fitzgerald, Chief Digital Officer and Manager Smart City Office

31 May 2016

Purpose and background

1. The purpose of this report is to award a five year contract to OOM Creative (trading as OOM Creative) for the provision of pedestrian count data visualisation website development and maintenance services (Service).
2. The website – www.pedestrian.melbourne.vic.gov.au was developed to disseminate the pedestrian count data to the public. It allows users to visualise pedestrian patterns on any given day compared to the averages for the same day in the four preceding weeks and download raw data for further analysis. It can also illustrate the impact of a major event on the level of pedestrian activity in the city.
3. Management is constantly monitoring/trialling new technologies to improve the organisation's capability to monitor pedestrian activity in the city as well as to disseminate the data internally and externally.

Key issues

4. OOM Creative is the current supplier of the Service, the contract for which expires on 30 June 2016.
5. Rather than a further contract in line with the annual approved budget, a five year contract has been proposed to drive savings.
6. In order to test the market, a request for quotation (RFQ) was sent to three potential suppliers on 10 February 2016, OOM Creative, FlinkLabs and Monash University. Only one submission was received from OOM Creative for a total of \$42,705.30 (including GST) for five years. The evaluation panel met with OOM Creative and successfully negotiated a reduction in the total five year cost of the contract to \$34,375.00 (including GST), a saving of \$8330.30 (20.0 per cent) on the initial quoted price.

Recommendation from management

7. That Council:
 - 7.1. awards contract No. 5254 for pedestrian count data visualisation website development and maintenance services to OOM Creative (trading as OOM Creative) for a term of five years commencing 1 July 2016 for annual contract sum of \$6875.00 (including GST) and otherwise in accordance with the negotiated terms and conditions of contract.

Attachments:

1. Supporting Attachment (Page 2 of 2)

Supporting Attachment

Legal

1. Council approval is required as the term of the proposed contract extends beyond the current financial year and the approved annual budget.

Finance

2. The annual contract development and maintenance free is fixed at \$6875.00 or \$34,375.00 for five years. This represents an acceptable annual commitment for the service provided and is less than Council's previous commitment of \$7700 per year.

Conflict of interest

3. No member of Council staff, or other person engaged under a contract, involved in advising on or preparing this report has declared a direct or indirect interest in relation to the matter of the report.

Procurement

4. This matter accords with the Centre Led Procurement Policy, however Council approval is required as terms extend beyond the current financial year.

Stakeholder consultation

5. No external stakeholder consultation was undertaken because the Service is a very specialised area of work and a targeted approach was considered the most appropriate way to test the market.

Relation to Council policy

6. From the Council Plan 2013 – 2017 the following goals are supported:
 - 6.1. **Goal 1: "A city for people"**. The RFQ encourages innovation and continuous improvement of city's liability by providing current and accurate intelligence on pedestrian activity in the city to internal and external stakeholders. The pedestrian data is widely used internally in Council's day to day work such as: the Walking Plan, improving the city's retail offer, event and promotion management, pedestrian safety, impact assessments of programs and initiatives, traffic flow and emergency management planning.
 - 6.2. The data, which is made publicly available on the website, is also valuable to external stakeholders in many ways and is used to determine potential business locations, identify security and staff needs and develop the timing of appropriate marketing strategies. The data is the most vital information source that can be used to determine impact of Public Transport Night Network program and will be used to determine disruption to pedestrians in the city during Melbourne Metro Rail Project construction.
 - 6.3. **Goal 4: "A knowledge city"**. The Service Specifications provide essential operational equipment to monitor key economic, social and cultural activities of the city eg: New Year's Eve, Moomba Festival, Chinese New Year and White Night Melbourne and other major events. The website (www.pedestrian.melbourne.vic.gov.au) maximises the value and use of pedestrian data by making it available to the public and supporting the CoM's open data platform. The TEP considered that OOM Creative has demonstrated expertise, skills and capabilities to deliver the ongoing service requirements to meet this City Plan objective.
 - 6.4. **Goal 7: "Resources are managed well"**. The tender submission received for this contract is based on a lump sum that will deliver value for money to Council in relation to the contract.

Corporate social responsibility

7. Consideration has been given to the inclusion of Corporate Social Responsibilities in the provision of the services. Given the technical nature of the services to be provided, bidders were required to provide responses to their proposed work plan and methodology, including proposed personnel, quality assurance processes, risk management and environmental plan. Specific actions addressing Corporate Social Responsibilities relating to this contract were very limited in nature.